

<TITLE>

Mini Project Report-2

Submitted by

<Name of the student>

<University Roll No.>

Under the guidance of

<Name of the Guide>

*in partial fulfilment of requirements for
award of Degree of*

MASTER OF BUSINESS ADMINISTRATION

of

Dr. APJ Abdul Kalam Technical University, Lucknow

(Month, Year of submission)



Department of Management Studies
GL Bajaj Group of Institutions, Mathura

DECLARATION

I undersigned, hereby declare that the Mini project-2 titled <“**Title of the Project**”> submitted in partial fulfilment for the award of Degree of Master of Business Administration of Dr APJ Abdul Kalam Technical University is a bonafide record of work done by me under the guidance of <**Name of Guide**> of <**Name of the Dept & College**>. This report has not been previously published for the award of any degree, diploma, or similar title of any University.

<**Date**>

<**Signature**>
<**Name of student**>
<**Roll No.** >

Department of Management Studies
GL Bajaj Group of Institutions, Mathura

CERTIFICATE

This is to certify that the report titled “<**Title of the Project**>” being submitted by <**Name, Roll No.**>, in partial fulfilment of the requirements for the award of the Degree of Master of Business Administration, is a bonafide record of the project work done by <**Name of student**>of < Name of the Dept. & College>

<**Name of guide**>

<**Designation**>

<**Name**>

<**Head of Department**>

Acknowledgements

(This is only a sample)

Through this acknowledgement I express my sincere gratitude towards all those people who helped me in this project, which has been a learning experience.

This space wouldn't be enough to extend my warm gratitude towards my project guide < > for <his/her> efforts in coordinating with my work and guiding in right direction.

I escalate a heartfelt regards to our Head of Department <.....> for giving me the essential hand in concluding this work.

It would be injustice to proceed without acknowledging those vital supports I received from my beloved classmates and friends, without whom I would have been half done.

I also use this space to offer my sincere love to my parents and all others who had been there, helping me walk through this work.

< Name of the Student >

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- **Executive summary:** It should be brief enough to be read quickly but comprehensive enough to provide a good understanding of the project's objectives and outcomes. It should cover-
 - ✓ Brief overview of the project's context and purpose.
 - ✓ Key findings i.e. insights obtained from the project(On the basis of various models like pestel, porter 5 forces etc)
 - ✓ Conclusion drawn from the project.
 - ✓ Limitations if any, that may have impacted the project's findings or outcomes.
 - ✓ Impact- a statement about the potential impact of the project and its contribution to the field.

- **Introduction:**
 - ✓ Briefly introduce the industry that you will be analyzing.
 - ✓ Explain the importance of studying the industry.

- **Industry overview:**
 - ✓ Provide a general description of the industry.
 - ✓ Discuss the key characteristics of the industry(e.g., market size, growth rate, profitability, competitive intensity)
 - ✓ Identify the major players in the industry and their market shares. If there are many players then at least 10 should be covered.

- **Porter's five force analysis:**
 - ✓ Use Porter's five forces framework to analyze the industry.
 - ✓ Identify the key drivers of each force and how they impact the industry.
 - ✓ Analyze the industry on the following parameters
 - i. Power of Customers
 - ii. Power of suppliers
 - iii. Competition in the industry
 - iv. Threat of New entrants
 - v. Threat of Substitute Products

- **PESTLE analysis:**
 - ✓ Use PESTLE framework to analyze the macro-environmental factors affecting the industry.
 - ✓ Discuss how Political, Economical, Socio-cultural, Technological, Environmental, and Legal factors are impacting the industry.
 - ✓ Identify key trends and issues that are likely to affect the industry in the future.

- **SWOT analysis:**
 - ✓ Conduct a SWOT analysis of the industry.
 - i. Identify the industry's strengths, weaknesses, opportunities, and threats.
 - ✓ Discuss how the industry can leverage its strengths and opportunities, and mitigate its weaknesses and threats.

- **Scope & Future Prospect in the industry :**
 - ✓ Discuss the future prospects of the industry.
 - ✓ Identify the key challenges and opportunities facing the industry in the short-term and long-term.
 - ✓ Discuss potential strategies that industry players can adopt to thrive in the future.

- **Case Study:** Case study of any organization of that particular industry
 1. History \
 2. Latest practices and USP
 3. Problem/Challenges faced by that particular organization
 4. Success or failure in dealing the challenge / problem
 5. Your recommendation/ suggestion to deal with the same problem
 6. Green Practices (Green HRM. Marketing etc) adopted by the organization.

- **Conclusion:**
 - ✓ Summarize the key findings of the industrial analysis.
 - ✓ Discuss the implications of the analysis for industry players, policymakers and other stakeholders.

- **Challenges:**
 - ✓ If any, that may have impacted the project's findings or outcomes.